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The advertiser who enters this rich field at the present rates "buys on a rising market"—reaches a class of people with more money per capita and greater needs than those of the city.

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Established 1840.

Proof of What You Can Do

The coming period with its prosperity and the operating of the new parcels post will bring enormously increased new business to those who will reach out for it. Are you willing to miss your share?

Write for sample copy and our Book of Facts "Quality Service."

Muncie, Ind.

Gentlemen,—We will state that we thoroughly appreciate the value of the Southern Planter as an advertising medium, and consider it one of our very best papers. . . . and we take pleasure in giving you the following figures covering our advertising record in this paper: For 1910 the cost per inquiry was 22c and the percentage of expenditure to the amount of traceable sales was 4.3 per cent. The average returns for the past five years show the inquiries as costing 20c each and the paper selling goods for 4 per cent.

We advertise in other papers which produce larger results as to volume, but in no paper in which we advertise do we secure much better or lower returns. Our appropriation devoted to this paper has steadily increased year by year, and in the last recently submitted to us by our advertising agency, which we are now considering, the expenditure for the next season is double that of 1910 and 1911 season. We take pleasure in giving you this unsolicited statement of facts.

KITSELMAN BROTHERS, Wire Fence.

VIRGINIANS FOR FOREIGN POSTS

Five Names Being Considered by President-Elect for Ambassadors or Ministers.

That Virginia is to be given one or more foreign posts in the diplomatic service after March 4 seems assured, and the names of at least five prominent Democrats have been mentioned. Captain Joseph E. Willard, who was subcommittee of the Democratic National Finance Committee, and who made the largest Virginia subscription to the Democratic campaign fund, is said to have the support of those very close to President-Elect Wilson. He is known to have been an original Wilson man, and it was he who brought William McAdoo to Richmond when the Wilson Club was formed at a dinner given at the Jefferson Hotel. Captain Willard and Richard Evelyn Byrd are the only men in Virginia who gave

one cent to help nominate Governor Wilson.

Thomas Nelson Page is another who is eligible, his name being mentioned for the post at St. James. If Dr. Page is appointed he would probably be named from the District of Columbia. Westmoreland Davis, of Leesburg, is also spoken of. Mr. Davis is said to be a candidate for gubernatorial honors. He was prominent as a Jones and Glass supporter during the last senatorial fight, and was one of the largest subscribers to the Wilson-Marshall fund.

President Edwin Anderson Alderman of the University of Virginia, is known to be very close to Mr. Wilson. He has visited him several times since the Baltimore convention, and his friends say he can secure a foreign appointment if he desires it. It is stated, however, that Dr. Alderman prefers to remain as head of the university.

Harry St. George Tucker is the only other Virginian who is in the ambassadorial spotlight. He has been from the beginning of the campaign for nomination an ardent Wilson supporter. Not only did he subscribe largely to the campaign fund, but made many speeches in support of the Governor of New Jersey. It is said that he would prefer an appointment in this country to being sent abroad.

The desire to serve their country as ambassadors and envoys is not confined to the five named above, but as the salaries which accompany the posts are not sufficient to maintain the embassies, only those who possess large means are able to accept the appointments.

For instance, the late ambassador to St. James paid more in rent for his house in London than the \$17,500 a year that he drew in salary. Of the first-class diplomatic posts to which ambassadors are appointed, there are but ten. They are Austria-Hungary, Brazil, France, Germany, Great Britain, Italy, Japan, Mexico, Russia and Turkey.

In addition, there are thirty-one posts of the second rank presided over by envoys extraordinary and ministers plenipotentiary, with salaries of \$12,000 for seven and \$10,000 for the remaining twenty-four.

COLORED LAWYER BAILED

N. J. Lewis, of Woodville, Will Not Be Tried for Embezzlement Until December 23.

N. J. Lewis the colored lawyer, who was arrested Sunday afternoon on a warrant issued by Judge Magistrate H. S. Sunday of Henrico County, charging him with embezzlement of the sum of \$17, was yesterday bailed before Commissioner Thomas W. Gardner in the sum of \$500 for his appearance on Monday, December 23, to answer to the charges against him. Mary M. Brown stood security for him.

Lewis was arrested at his home in Woodville by Policeman Tiller. It was found later that the warrant for his arrest had been placed in the hands of Policeman Temple a week earlier, but had not been served. Officer Temple is under charges for alleged absence from duty and presence in a resort on North Third Street. The property which Lewis is charged with misusing belonged to one Julia Anderson.

NEGROES APPEAL

Heavy Punishment in Police Court for Selling Whiskey Without License. William Iverson, Elias Carter and George Nicholas, all colored, were arraigned in Police Court yesterday morning on the charge of selling whiskey and beer without a license. Carter and Nicholas were convicted, fined \$100 each, and sentenced to jail for sixty days, and required to give \$100 bond for their good behavior for twelve months. They noted an appeal to the Hustings Court. Iverson was acquitted.

DR. FITZHUGH COMPLETES EXHAUSTIVE RESEARCH

To Publish Bulletin Dealing With His Studies in Indo-European Accent, Rhythm and Metre.

[Special to The Times-Dispatch.] Charlottesville, Va., December 16.—Dr. Thomas Fitzhugh, professor of Latin at the University of Virginia, will be one of the principal speakers at the annual meeting of the American Philological Association in Washington December 30. He will read a paper dealing with his studies in Indo-European accent, rhythm and metre.

Early in the New Year Professor Fitzhugh will publish the seventh bulletin of this great work of his, on which he has been engaged for nearly five years. Two years have been devoted to the forthcoming bulletin, which is the last in the series.

For this work Professor Fitzhugh has received wide recognition from scholars in the United States, and particularly in Europe. It is regarded by leading European scholars as the most exhaustive research yet done in the field of Indo-European languages. He began with the Latin, then took up the Celtic and then the Greek, winding up with the Germanic. He has set forth what he holds to be the fundamental key to the accentual, rhythmic and metric systems of the whole field of Indo-European languages. The classical reviews of Europe are eloquent in praise of these studies of Professor Fitzhugh, and many of them point through him to the University of Virginia as taking a leading part in the search after truth in the several branches of knowledge. In recent issues of the Berlin Philological Review, the Review of Ancient Languages, of France; the Italian Review of Philology and Classic Instruction, the Universal Review, of France; the Review of Classical Philology, of Germany, and the Critical Review, of France, several columns have been devoted to a discussion of Professor Fitzhugh's philological researches.

Struck by Automobile.

[Special to The Times-Dispatch.] Spencer, N. C., December 16.—Julian, the eldest son of Dr. and Mrs. J. G. Busby, of Spencer, was painfully hurt this afternoon when he was struck by an automobile. In jumping from the running board of a machine being backed out of a barn he was hit by a front wheel. No bones were broken, and it is thought he will soon recover.

JURY FAILS TO AGREE.

Wentley Farmer Charged With Burning His Flooring Mill.

[Special to The Times-Dispatch.] Bristol, Va., December 16.—The Circuit Court jury at Abingdon, which heard the case of Ellis Kendrick, a wealthy farmer, on the charge of burning his flooring mill at Meadow View to collect \$15,000 insurance, reported this evening its failure to agree. Ten stood for acquittal and two for conviction, and the minority would not budge from its position.

The hearing of evidence required several days. The indictment was made following an investigation by the Baldwinville detectives. Preserve Confederate White House. The Danville Confederate Memorial Association, which, as frequently stated of late, desires to purchase and preserve the authentic property in Danville, the last White House of the Confederacy, was chartered yesterday by the State Corporation Commission. The officers are as follows: Frank Talbott, president; R. A. James, A. B. Richardson and J. E. Perkins, vice-presidents; C. G. Holland, secretary and treasurer.

ESKIMO DOGS DID NOT LEAVE COUNTY

Bill Brown Will Start Huskies Southward Early This Morning.

William H. Brown, the Alaskan globe-trotter, with the dozen dogs whose numerous kennel got him into trouble before Magistrate T. J. Puryear at the County Courthouse yesterday afternoon, did not leave the



MORE money is spent for Fatima Turkish blends than for any other cigarette in the country.

Why?—a package of 20 will tell you and please you. In consideration of the inexpensive package, the price is 20 for 15 cents.

"Distinctly Individual"

Lippitt & Sons Tobacco Co.

confines of Henrico before the shades of evening gathered last night, as ordered by the justice, but decided to take a long shot and remain until morning.

He will turn his team of huskies southward this morning at an early hour, his destination presumably being Petersburg. His ultimate purpose, he says, is to circle the earth and return again to his home amid the snows of the Arctic Circle.

Brown was yesterday haled before the county magistrate on complaint of several citizens residing north of the city, who said that his animals were vicious and dangerous to traffic on the public highway. Brown was ordered to pay the costs of prosecution and to leave the county before dark. He later had a talk with the Commonwealth's attorney, Frank T. Sutton, Jr., but got little satisfaction, since Mr. Sutton told him it was too late for interference on his part.

The case has excited considerable sympathy among Northerners. It was said last night that the dogs in Brown's train were far from vicious, and that his case was pitiable. When he arrived, it was said, he had no money. The family on whose place he was staying maintained that he had been wrongfully treated, and several public spirited citizens sent him money to pay his costs and feed his dogs.

PRESIDENT SMITH MAY BE GUEST

Local Alumni of Washington and Lee University Invite Dr. Smith to Smoker.

An effort is being made to have Dr. Henry Louis Smith, president of Washington and Lee University, attend the smoker which local alumni of that institution will give in the Jefferson Hotel on the night of January 15, Lee's birthday. Dr. Smith has held his present position only a short time, but has already made himself a notable figure in Virginia's educational and civic circles. His recent address at the Virginia Educational Conference was one of the features of that gathering.

Another guest of the Washington and Lee men at their celebration here will be Dr. William Taylor Thom, of Washington, who is secretary of the Alumni Association. He will present some new widows in regard to the relations between the university and its graduates, which, it is hoped, will prove beneficial to the growth of the institution.

There are at present about fifty graduates of Washington and Lee in Richmond. Colonel Jo Lane Stern is president of the local association and George Carrington Mosley is secretary.

MARRIED FOR FIFTY YEARS

Capt. and Mrs. Alexander F. Bagby to Celebrate Golden Wedding Anniversary. [Special to The Times-Dispatch.] Tappahannock, Va., December 16.—An event to be quietly celebrated in Tappahannock, but which will be of interest to a large circle of friends throughout Virginia will be the golden

wedding anniversary of Captain and Mrs. Alexander Fleet Bagby. In December of '62 Captain Bagby was in command of a battery at Chapin's Bluff, on the James River. A forty-eight-hour furlough was the best he could secure. He hurried to his home in King and Queen County, where the wedding was consummated on the night of December 24.

A somewhat elaborate reproduction of this event had been planned with the captain in his old Confederate uniform, and Mrs. Bagby in hoopskirts and tarlatan dress. But there came embarrassment when they began the preparation of the lists of invited guests. The family with the connections is one of the most numerous in the State. The captain has been prominent for many years in social, ago, and broke his left leg.

church and Masonic circles, and Mrs. Bagby, because of her gracious and winning personality, counts her friends by the hundreds.

The children and grandchildren are all expected at Christmas, and the celebration will be confined to the immediate family.

Two Men Injured.

Fredericksburg, Va., December 16.—Joseph M. Goldsmith, while attempting to crank his automobile last evening, broke his right arm just above the wrist. The limb was reset by Dr. Doggett.

D. W. C. Sharp, of Sharps Wharf, on the Rappahannock River, fell through the floor of his oyster house, which was being repaired, a few days

Every Mother Knows the Value of

GOWAN'S King of Externals

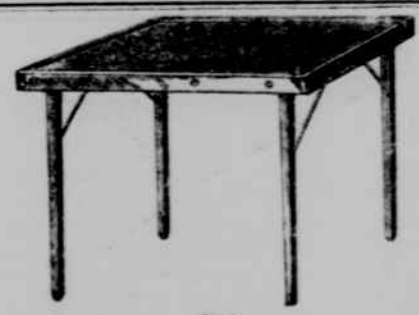
She knows that for Croup, Colds, Pneumonia there is nothing better.

Gowan's is external: it contains no dangerous drugs—it is applied simply by rubbing on—and results are marvelous. Physicians recommend Gowan's, and all who have used Gowan's keep it in the home.

I have been in the retail drug business for twenty-five years, during which time I have sold as well as used quite a lot of different medicines. I must say, however, that Gowan's Preparation is the best remedy I have ever used or sold for the use for which it is recommended. I feel it my duty as well as my pleasure to recommend it. Petersburg, Va. E. A. MORRISON (Druggist).

Buy a bottle to-day. All druggists—or stores in the country. Be prepared. Feel secure.

GOWAN MEDICAL CO., Concord, N. E.



Open.



Closed.

FOLDING CARD TABLE.

60x30 inches; rubber tips on legs; nickel-plated corner trimmings; imitation leather or felt tops. Weight, 9 lbs. Wood, imitation mahogany. Folds very flat; is simple and strong. Price, \$2.75. Chairs to match, price, each, \$2.25.

One hardly realizes how many uses can be made of these folding tables. They are by no means simply for cards. When not in use they can be set in the closet. An unusual purchase permits us to sell them at above prices, less cash discount.

SYDNOR & HUNDLEY, Inc., Seventh and Grace Streets.

W. T. HOOD & COMPANY Old Dominion Nurseries

Xmas Trees Xmas Trees

We have some Choice Norway Spruce to offer for use as Xmas Trees. California Privet for hedging. Evergreens for window boxes. Deodar Cedars, Norway and Colorado Blue Spruce, etc., etc. Fine specimens of Box, Standards and Pyramidal; direct importations.

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